



## A Sociological Study of the Impact of Travel Guides on Coastal Tourism, Hikkaduwa Tourism Area

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### Abstract

Coastal tourism is an industry that combines the geography and marine biodiversity, cultural and historical heritage and geological scenic beauty of coastal resources. Travel guides are one of the main factors that guide tourists in the interior of a country and their knowledge, language and associated styles are closely linked with tourism. The main objective of the study was to identify the impact that tour guides have on coastal tourism and to propose coastal tourism development. The specific objectives were to study the impact of the tourism guides on the economy of the coastal tourism industry, the socio-cultural background and to identify the social problems created by the tourism guides in the coastal tourism industry. In the Hikkaduwa tourism area of the Hikkaduwa Divisional Secretariat in the Galle District, the hotel owners, businessmen and boat owners were selected as the study area. The primary sources as well as the secondary source were used for data collection. The study found that travel guides have a moderate effect on a high percentage of economic activity. It is 33% as a percentage. A study of travel guides to find out how much they support the economy was found to cost between Rs. 5001-10000. It is 37% as a percentage. A study conducted to determine whether tour guides are paying for tourists or not, has reported a higher percentage of payments. It is 80% as a percentage. Social problems are reported to be caused by travel guides. It is 90% as a percentage. A study conducted to identify the social problems in the area caused by travel guides who work in the coastal tourism industry shows that the highest percentage of drug uses. It is 33% as a percentage. The second highest proportion is prostitution. It is 26% as a percentage. Social problems such as homosexuality and homosexuality report 11%.

**Keywords:** Tourism, Travel Guide, Coastal, Economy

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### Introduction

Coastal tourism is an industry that combines the geography and marine biodiversity, cultural and historical heritage and geological scenic beauty of coastal resources. Travel guides are one of the main factors that guide tourists in the interior of a country and their knowledge, language and associated styles are closely linked with tourism. Ordinary travelers living in coastal areas have the opportunity to go abroad and engage in the coastal tourism industry in the hope of a bonus.

Objectives: The main objective of the study was to identify the impact that tour guides have on coastal tourism and to propose coastal tourism development. The specific objectives were to study the impact of the tourism guides on the economy of the coastal tourism industry, the socio-cultural background and to identify the social problems created by the tourism guides in the coastal tourism industry.

**Methodology**

**Field of Study:** The Hikkaduwa Tourist Area in the Hikkaduwa Divisional Secretariat Division in the Galle District was selected as the field of study.

**Sample:** Ten hotel owners, businessmen and tourist boat owners were selected on a random basis.

**Data collection:** The primary sources as well as the secondary source were used for data collection. Observations, Field surveys were used as primary data sources. Books, Magazines and articles and research articles were used as

secondary sources.

**Data Analysis:** In the research, the data collected using the primary sources as well as the secondary source were analyzed in two ways.

Quantitative data analysis (Excel, SPSS)

Quality data analysis

**Results**

The nature of the impact of travel guides on ongoing economic activity.

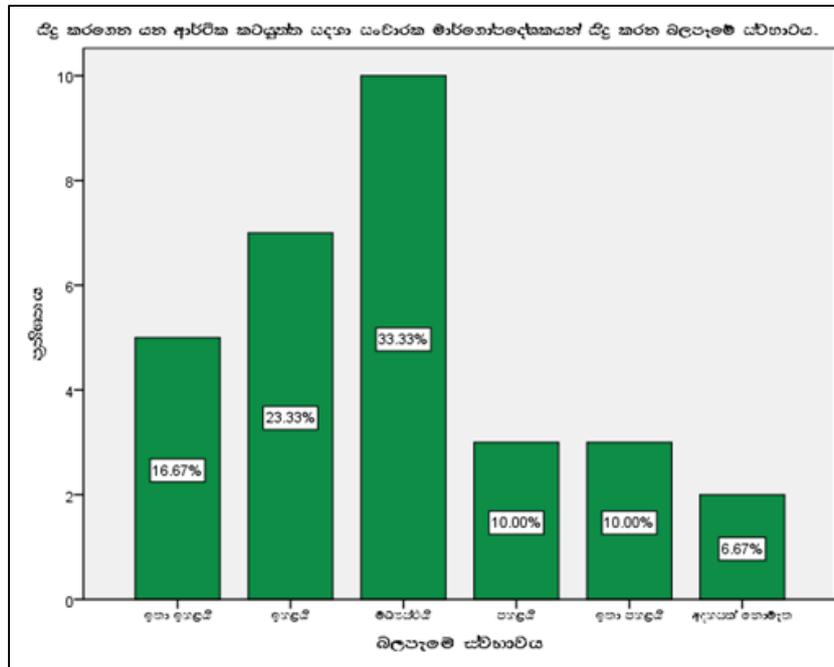


Fig 1

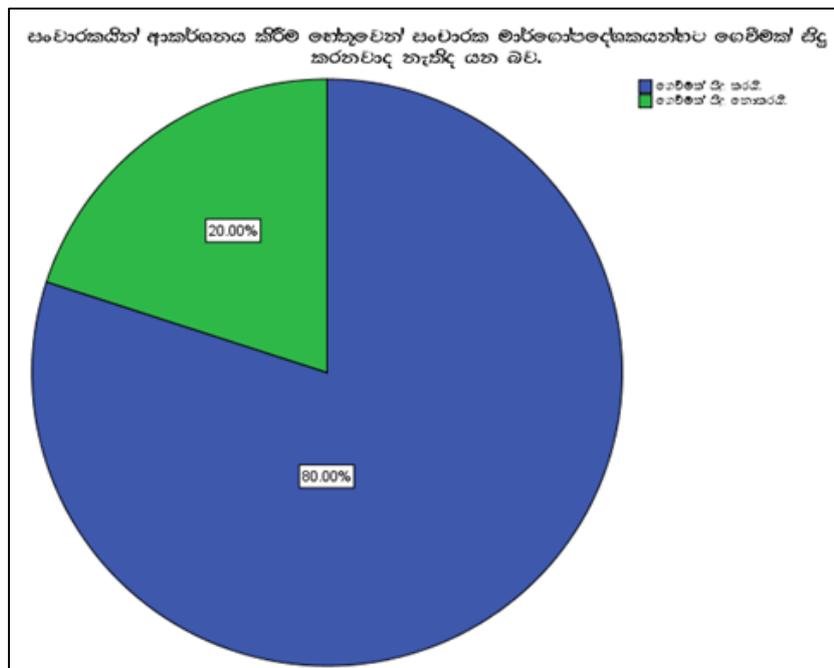


Fig 2

The study, which sought to identify the impact of travel guides on ongoing economic activity, found that a high

percentage had a moderate impact. It is 33% as a percentage.

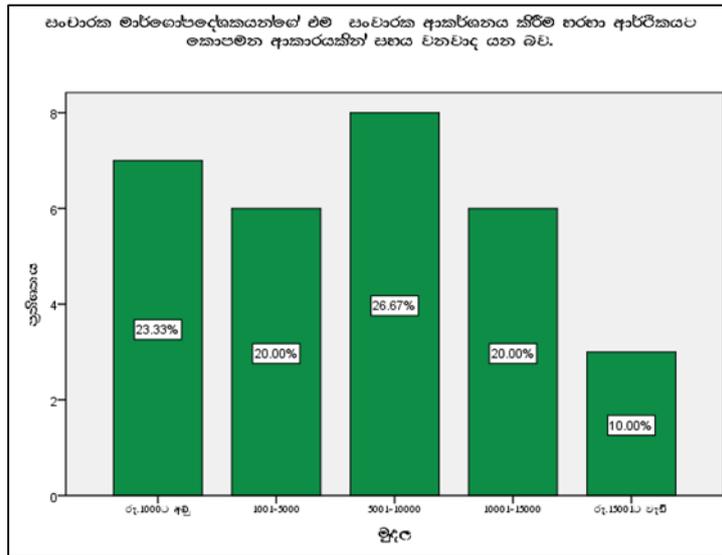
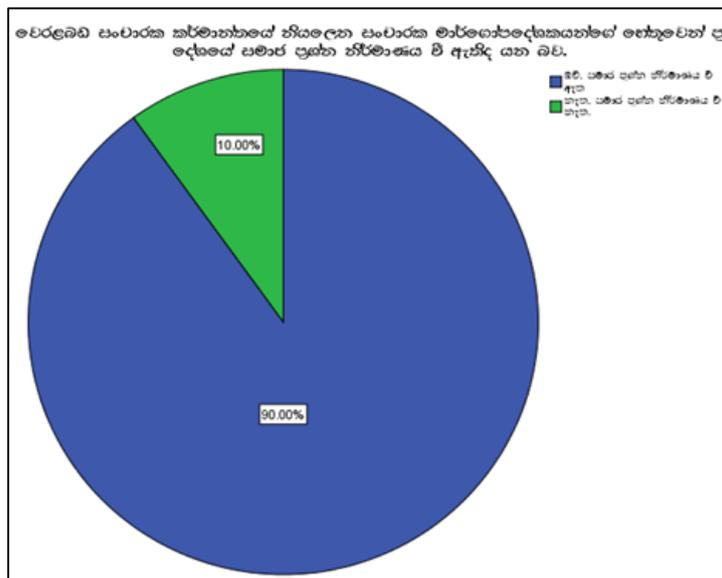


Fig 3



Source: Field Test, 2019

Fig 4

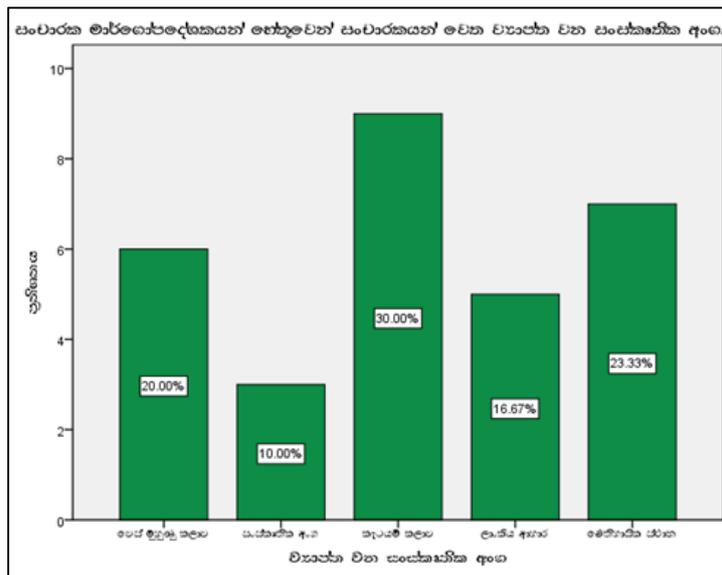


Fig 5

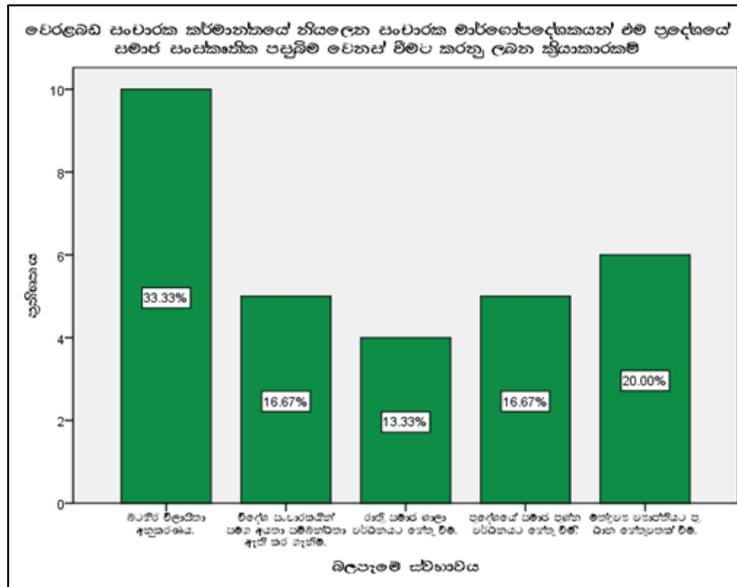


Fig 6

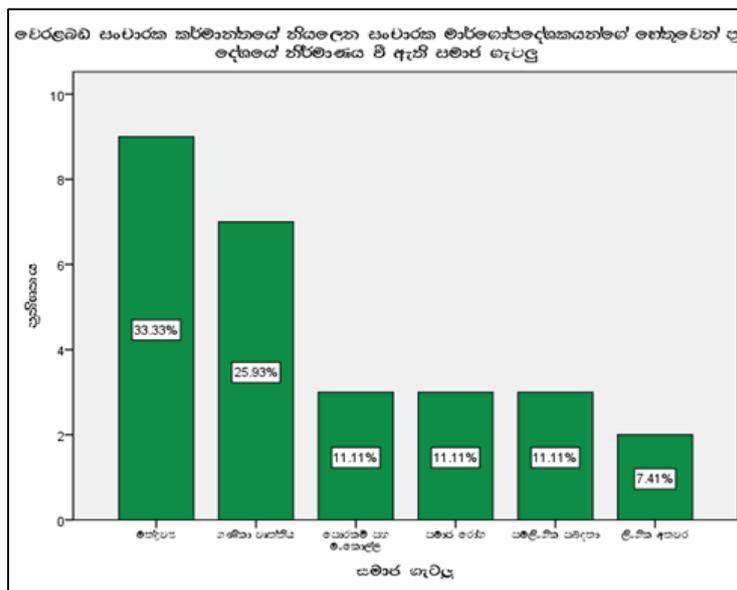


Fig 7

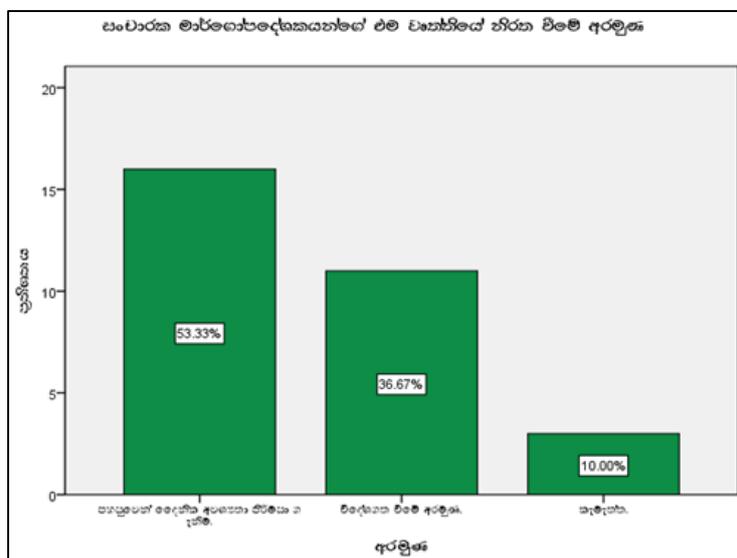


Fig 8

The study shows that the prevalence of narcotics is the highest percentage in the study to identify the social problems that have been created in the area due to travel guides in the coastal tourism industry. It is 33% as a percentage. The second highest percentage is prostitution. It is 26% as a percentage. Equal percentages report social problems such as theft and robbery, social ills and homosexuality, with 11% as a percentage.

Law enforcement reports the highest percentage of travel guides involved in crime. It is 36% as a percentage.

The study found that the highest percentages of criminal

guides involved in crime were sentenced to prison, according to a study to identify how the law works. It is 53% as a percentage. It is reported that a higher percentage than go on night patrols. It is 27% as a percentage. 10% report banning rehabilitation and guidance.

A large percentage of the proposals for the upliftment of tour guides in the coastal tourism industry are to organize and provide systematic training on the basis of education, language knowledge and vocational training. It is 20% as a percentage.

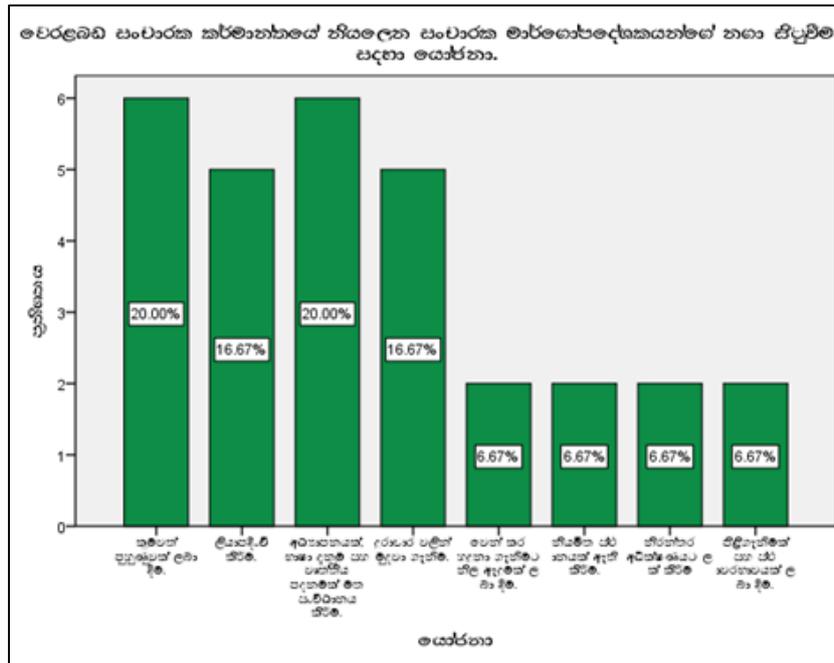


Fig 9

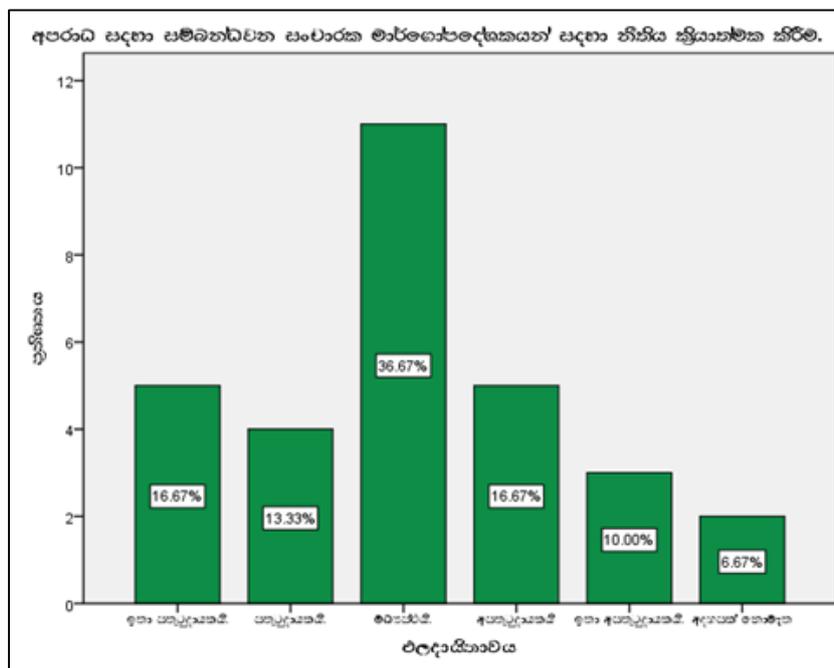


Fig 10

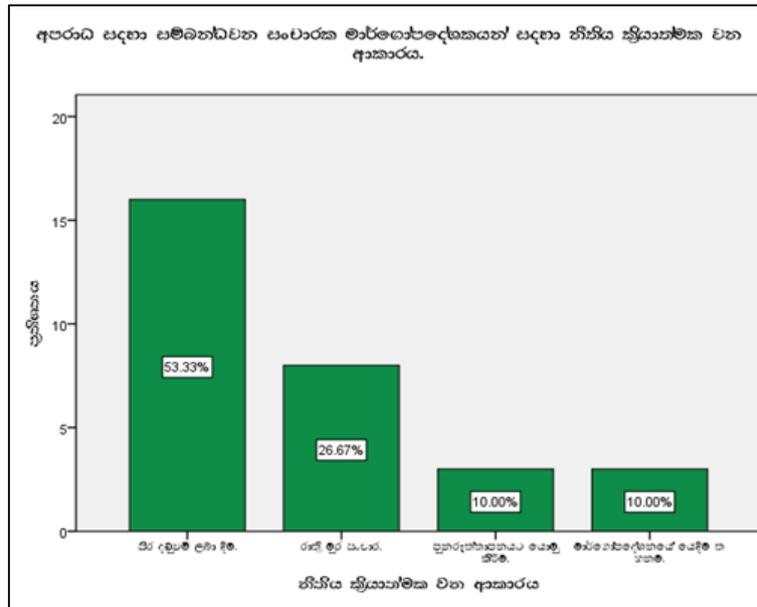


Fig 11

**Conclusions and Suggestions**

Although travel guides have a positive and negative impact on strengthening the economy of the coastal tourism industry, changing socio-cultural backgrounds and creating social problems, in the end travel guides can be concluded as an essential community for the tourism industry.

Provide systematic training for tour guides in the coastal tourism industry.

**Develop a system for registering travel guides**

- Organizing systematic education, language knowledge and vocational basis for tour guides in the coastal tourism industry.
- Freeing tour guides from immorality and rehabilitating those who are prone to immorality.
- Provide uniforms to distinguish and identify travel guides in the coastal tourism industry.
- Establishing a place for tour guides.
- Submitting tour guides to the coastal tourism industry under constant supervision.
- Provide professional recognition and stability.
- Strict enforcement of the law for crime-prone travel guides.
- Introduction of a salary scheme for tour guides by the government.

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